

# MediaSMART Pack Standard

Smart marketing tools, strategies and information to help you promote your business, get published and sell more

## 50% off a customized Business Bio

1. A 2-page Business Bio-DATA – Use to promote yourself, your business, products & services. See P3 for more info.

## Promote your business

2. **Media Readiness Pack** – A market-proven industry insider's guide for business people/entrepreneurs who want to secure media publicity for their businesses – without spending a fortune. Written by author of 350+ published articles. >> [Sample](#)
3. **Business Marketing Weapons** – Brochure showcasing 12 powerful marketing tools that can boost your sales and promote your business to virtually any potential customer.
4. **4 Ways to Make Money Anywhere** – Discover 4 innovative strategies to earn an income from anywhere.
5. **Japan Networking Secrets** – 3-page report packed with tips, links and advice from some of Tokyo's top networkers.

## CostTracker money management system

6. A powerful multi-function system that helps you:
  - ✓ Track your income/expenses by customer/sales category
  - ✓ Cut costs and boost profits
  - ✓ Prepare your taxes
  - ✓ Improve sales strategy
  - ✓ Create a budget
  - ✓ Produce regular detailed financial reports, and much more.

## Help the community, environment

7. **CSR Rewards** – An easy-to-use, clip-on corporate social responsibility system that efficiently spreads financial benefits among environmental, community and charitable organizations, and helps businesses like yours sell more. >> [Info](#)
8. **Green Office Checklist** – 97 checkpoints to help you 'green' your office, reduce waste and cut costs.

## SPECIAL BONUS

To find out how to obtain the items below and on P2 for free, please contact Business Grow.

**Media publicity evaluation** – Business Grow can evaluate your business to determine whether we can secure media publicity for you in a magazine, newspaper or website.

## 50% off a customized press kit

Use to promote your business to media organizations. >> [Info](#)

**Affiliate Program** – An easy-to-implement system that helps users create an affiliate network and boost revenues by selling through other peoples' networks, stimulating B2B cooperation, and expanding the product/service range users offer customers. >> [Info](#)

## Support your community and the environment



Order the MediaSMART Pack and Business Grow will donate 5,000 yen to the charity, environmental or community group of your choice.

**Media Readiness Pack**

An industry insider's guide for business managers and entrepreneurs who want to secure quality media publicity for their businesses – without spending a fortune

By Jonathan Walsh, Business Grow  
Professional writing, editing and business promotion services  
info@businessgrow.net | www.businessgrow.net

**Steven Davis**  
Entrepreneurial Flair Fueling Toyko SEO Boom

What does your company do?  
What benefits can SEO Advantage offer Clients?  
KEY WORDS RELATED TO STEVEN DAVIS – An industry insider's guide for business managers and entrepreneurs who want to secure quality media publicity for their businesses – without spending a fortune

**CSR Rewards**  
Corporate Social Responsibility  
REWARDS  
SETUP GUIDE

**CostTracker: Summary**

2008	TOTAL COST	ACTUAL	PERCENTAGE
Total Revenue	\$ 1,000,000	\$ 1,000,000	100.00%
Total Expenses	\$ 400,000	\$ 380,000	95.00%
Net Profit	\$ 600,000	\$ 620,000	103.33%

Monthly Summary, Quarterly Summary, Monthly Report

**PRESS KIT**

Professional Editorial and Content Supply Services

www.yourbusiness.com

**Affiliate Program**  
User Guide

Benefits:

- Lowest customer base by selling through other peoples' networks
- Lowest sales management cost for you without paying any sales
- Increase revenues as others sell your products and services
- Free member commissions by selling for others
- Free member sales and order fulfillment
- Build your product/service range with zero development time or cost
- Complete turnkey system – all instructions, letters and templates included
- Fully computerized, self-administered – provides offers as they promote you
- Control your network, and sell more at the same time
- No start calling and no need to call

Value: 259,000 yen

Price: 69,000 yen (Save 73%) **Conditions apply**

See more content overleaf....

## Get published **FASTER** with Business Grow's Press Connect Service

Want to significantly boost your chances of getting published in Japan?

Here's how – Purchase the **MediaSMART Pack**, and for an additional fee of only **¥40,000**, Business Grow can give you access to our **proven Press Connect Service**. We can –

- ✓ Create a **business promotion strategy** to promote your company to specific media related to your target market.
- ✓ Using our extensive media connections and the **Business Bio** and **press kit** we can create for you, Business Grow can personally recommend your business to editors of selected publications, professional business organizations and websites, significantly increasing your chances of getting an article about your business published.
- ✓ **No Print–No Publishing Fee** – Should we succeed at getting you published, there will be an additional publishing fee of **¥40,000** charged per article published. However, if for any reason we cannot get you published, this fee will not be charged.

**Notes:** Purchasing the Press Connect Service does not guarantee you will receive press publicity. We will provide you with an honest assessment regarding whether or not we can get you published beforehand.

## Simple charging

- **MediaSMART Pack: ¥69,000.**  
Business Grow creates a **Business Bio** and **press kit** for you (subject to purchase).
- **Press Connect Service: ¥40,000** (non-refundable).
- **Publishing Fee of ¥40,000 for each article** about your business that we arrange to be published.
- **No print – no publishing fee**



## 10% off an InfoPak

**Discover your Sales Points**

Do you know your company's sales points?  
What makes your business stand out from the competition?

Identifying your Sales Points is an essential first step in creating an effective marketing strategy. How can you identify your Sales Points – the factors that really make you stand out from the crowd?

Doing so is not difficult provided you clearly analyze your strengths, core business skills, services of value based on demand and advertising services company Business Grow. Use the following investigative process to pinpoint key factors about your business to have your own or existing marketing strategy on.

**Identify your Sales Points**

This is a key first step in the process of marketing your business and attracting publicity. The information you receive from the multitude of others you need to stand out from the crowd. Sales Points are those and factors that make your business stand out – that set you apart and are very often the reason a customer will place an order with you. Sales Points are highlighted areas that are usually considered weaknesses in your marketing and financing plan to a greater extent. Perhaps you will have already highlighted these Sales Points in your business plan, but at least, here are some key questions that will help you identify them:

1. What key points do you believe separate your business from your competitors? Consider strategic-getting together that come to mind about your business, its core products, services, research, your team, your reputation, your other marketing, your sales skills, or financial/operating methods you have used to overcome large or overwhelming odds, but are successful.
2. Are you doing well in a niche market? If so, why do you believe you are succeeding?
3. Are you respected in an industry sector, but aware of your competitors' efforts to do this?
4. What products or services are you selling most of, and why?
5. In which areas are you seeing the greatest growth?
6. How many of your products or services have been copied by other companies? If so, list reasons.

**- The Final Analysis**

Once you have listed your answers to the above questions, you will need to sort them into three categories:

- **Final Impression:** Based on the factors you need to stand out from the crowd, what products and/or services will you need to sell more of to give you more? List them.
- **Market:** A number of different marketing methods, including advertising, Sales Points, and other promotional services, will be used to promote your business to the masses of those who need and are willing to pay for your products and services.

After completing the process, you should have a considerable idea about your own company's Sales Points. This is an important first step in creating an effective marketing strategy.

To find out how to leverage your Sales Points to sell more, contact Business Grow.

Business Grow provides Corporate Editing & Writing, Professional/Executive Presentations, Executive Analysis, Website & Social Media Strategy, Business Plan Reviews, International Translation, and more.  
e-mail: info@businessgrow.net URL: www.businessgrow.net

InfoPaks are the **smart** new way to attract new business. InfoPaks are **custom-designed 1-page newsletters** that provide your free use-right-now professional advice to potential customers ...**and proactively markets your company to them at the same time.**

### Why are InfoPaks good for your business?

- ✓ **Smart marketing** – By offering practical advice, you demonstrate your experience and competence.
- ✓ **Strategically market your products and services** When you distribute advice-packed InfoPaks free to your potential customers, you also very importantly expose them to your products and services.

>> [Info](#)

## 13 business reports

**13-pack of foreign business success stories, and more.**

- Running a Green Office
- 10 Ways to Grow Your Business
- Building Your Business Without Burning Yourself Out
- Marketing Secrets that Get Results
- Business Process Outsourcing
- Optimizing Your Website Sizzle
- Revolutionizing Program Management
- Internet Giant Brewed Over Beers
- Entrepreneur Drinks To Success
- Taking on The Big Boys In Japan
- Taking Fair Trade Mainstream
- Cooking Up a Storm
- Today Decides Tomorrow

## 10% off Business Grow's professional writing, editing and business promotion services – for 6 months

- ✓ Corporate editing and writing
- ✓ Promotional / In-house newsletters
- ✓ Business and corporate newsletters
- ✓ Creation of website & documentation text
- ✓ Business promotion
- ✓ Multilingual translation, and more.

## Website and Marketing Content Review

As professional media consultants, Business Grow can –

- ✓ Review your existing website and marketing material with a view to optimizing its impact on your target audience.
- ✓ Give you a **Recommendation Report** listing key ways your website and marketing content could be improved.
- ✓ Proofread your website, rewrite and correct grammar, and improve style where necessary. (**¥1,800/200 words**)
- ✓ Write fresh content for you where necessary, ie: case studies, business success stories, executive biographies, promotional material, and more. **Please ask for a quotation.**

¥35,000/up to 25 Web/print pages

# More about Business Bio....

**Business Bios** are one of the most flexible tools available today to promote yourself, your business, products and services.

A Business Bio reviews, highlights and showcases your credibility, achievements, skill set and experience to make you and your company more attractive to customers, clients, partners, media and investors. Ideal for executive portfolios, company reports, sales packs, brochures and promotional documents.

## Taylor Consulting Inc.

BUSINESS BIOGRAPHY

### Business Innovator Fueling Asian I.T. Consulting Sector Growth

**David Taylor**  
CEO, Taylor Consulting Inc.  
*Japan's leading I.T Consulting company*

Founded in 1987, Taylor Consulting Inc. (TCI) has become the leader in I.T. consulting and research in Japan. TCI utilizes proven strategies to produce innovative branding and marketing solutions for a wide range of Fortune 400 companies worldwide.

#### What does your company do?

Taylor Consulting is an innovative, industry leader specializing in providing top quality I.T. consulting services that enable companies to plan, launch, monitor and improve I.T.-related marketing and branding projects.

#### What benefits can Taylor Consulting offer Clients?

- APPLICATION DEVELOPMENT - TCI provides end-to-end testing services to ensure that clients' projects perform to their defined specifications.
- Ability to leverage APPLICATION AND MAINTENANCE SOLUTIONS - to address the needs of industries such as banking, financial services, insurance, telecom, retail, transportation.
- MANAGED SERVICES - TCI offers flexible and scalable solutions that can be rapidly deployed, allowing for the realization of real business value and revenue growth.

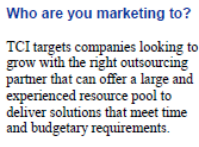
#### NOTE

This is a **SAMPLE** only  
All text, photos, images, etc.  
can be tailored to meet your requirements.

#### PROFILE

**Name:** Taylor Consulting Inc.  
**CEO:** David Taylor  
**Industry:** Information Technology  
**Established:** July 1987  
**Location:** Tokyo, New York, Beijing  
**After-tax earnings 2007:** ¥88 billion  
**Employees:** 1,675

**Contact Taylor Consulting Inc.**  
Tel: (03) 5462 9875 Fax: (03) 5462 9877  
E-mail: enquires@tciglobal.co.jp  
URL: www.tciglobal.co.jp



## Business Bio samples

**DECEMBER 2005**

"Speed, relevance and trust are at the core of all communications."

### Expert Insight

#### Repping up your Corporate Communications

Effective corporate communication is vital to a business's reputation, and it is essential to ensure your products or services talk with the press, or communicate with stakeholders and investors. The fastest-growing communication tool is an Internet-based newsletter. Taylor's award-winning and arguably most comprehensive newsletter, "Expert Insight," provides the most effective way to expand your reach, build trust, and show thousands of headlines worldwide.

Business reporter **WILLIAM WELLS** talks with **David Taylor**, Vice President of Global Communications at Nissan, to discover some of the company's corporate communication strategies, which result in more effectively promoting their business and communicating with investors.

Providing stakeholders with timely information.

Nissan's top-level executives, the senior management team and the planning global market share.

**10-SECOND BRIEFING**

**INDUSTRY AUTOMOBILE**  
**CONSUMER CHANGES**  
**MARKETING**  
**MARKETING**  
**MARKETING**  
**MARKETING**  
**MARKETING**  
**MARKETING**

**FEBRUARY 2006**

**10-SECOND BRIEFING**

**MARKETING**  
**MARKETING**  
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**MARKETING**  
**MARKETING**  
**MARKETING**

### EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

#### Revolutionizing Program Execution

How did a small Tokyo-based program management company rise to the top of the Japanese market? The answer lies in the hands of a man who has spent the last 20 years of his life building a reputation for excellence in program management. This is the story of **David Taylor**, CEO of **PM-Global**, a leading program management company in Japan.

Building a reputation for excellence.

How does a small Tokyo-based program management company rise to the top of the Japanese market? The answer lies in the hands of a man who has spent the last 20 years of his life building a reputation for excellence in program management. This is the story of **David Taylor**, CEO of **PM-Global**, a leading program management company in Japan.

**TOPTECH INFORMATICS**

**Biju Paul**  
Chief Executive Officer  
Top Tech Informatics

Founded in 2001 with a mission to provide cost-effective software development solutions, TopTech Informatics has become a leading provider of offshore software development services.

### Leveraging Offshore Software Development

Expanding on the success and the growth of IT services, TopTech Informatics is a leading provider of offshore software development services. The company's success is a result of its commitment to providing high-quality software development services at a fraction of the cost of onshore development.

**80% of revenues from repeat business**

**FACT SHEET**

**TopTech Informatics**  
Industry: Information Technology  
Established: 2001  
Location: Japan, India, USA  
CEO: Biju Paul  
Employees: 20

**Biju Paul, CEO**  
Established TopTech in 2001. Languages: English, Japanese. 20 years of experience in software development and IT project management.

## How can a Business Bio benefit me?

- ✓ Strengthen your credibility in the market with a stunningly presented biography showcasing your skills, achievements and experience.
- ✓ Use in marketing campaigns to market specific products and services.
- ✓ Use as direct mail enclosures, to enhance press releases, tenders, etc.
- ✓ Use to showcase your products/services, success stories, case studies, client lists, key achievements, company history, etc.
- ✓ Send directly to magazine, newspaper and website editors to encourage them to publish an article about your business.
- ✓ Distribute at trade shows, seminars, conferences, meetings, etc.

>> Profile Pack  
>> Samples